



Madison's Central Business Improvement District (BID)
Update, June 14, 2007

Today's Topics:

Maxwell Street Days/GSSBA membership application – “discount” deadline tomorrow, June 15
Safety Update – Preventing Credit Card Fraud
Economic Impact of Nonprofit Arts & Culture – Dane County
Capital Times Art Project rescheduled to August 10-12
Alcohol License Density Plan recap
Events & Dates
BID Cooperative Advertising-June Deadlines, Updates

Maxwell Street Days application - “discount” deadline June 15

Maxwell Street Days, the downtown summer sidewalk sale organized and sponsored by the Greater State Street Business Association (GSSBA), is coming July 20-22. Only GSSBA members are eligible to participate as vendors in Maxwell Street Days. GSSBA membership is open to all businesses and property owners located on State Street, the Capitol Square, and one block off either of these two areas. **There is discount for registration by June 15.** See attached form or visit www.maxwellstreetdays.org for a downloadable registration form and more information.

Safety Update – Preventing Credit Card Fraud

Four Star Video Heaven has shared information about a case of credit card fraud they experienced this spring. The customer used a general-issue Visa gift card that was not scanning properly. He used his cellphone to "call the gift card issuer" and verbally gave the clerk a "temporary number" he had been "issued while the problems with the gift card get resolved." Later, Four Star's bank notified them the charge was fraudulent. The "temporary number" belonged to an Illinois resident who was in Madison recently and believes his credit card number was stolen during that visit. Shawn Steen at Four Star shares the "moral of the story" – to have employees, not the customer, call the number on the back of the card. This customer was a white male, 5'7", wavy short black hair, 25yo. If anyone else has had a similar fraudulent transaction, you can contact our Neighborhood Officer Linda Covert (608-577-5731(c), 608-267-2677(o), lcovert@cityofmadison.com) or dispatch (255-2345) and reference the case number (2007-65934).

Officer Covert provided this info on avoiding credit card fraud: The following link is from the Visa website and talks about the most common scams:

http://www.usa.visa.com/personal/security/protect_yourself/common_frauds/index.html?it=cj/personal/security/index.html|Common%20Frauds. Mastercard offers tips for when a merchant suspects fraud: http://www.mastercard.com/us/merchant/security/when_fraud_happens/index.html.

Thanks to Shawn at Four Star and Officer Covert for sharing this information to help others avoid credit card scams!

News on the Economic Impact of Nonprofit Arts & Culture – Dane County

News announced this week from the Americans for the Arts and Economic Prosperity III study shows that over \$111 million in economic activity and 4,058 jobs are generated annually by the nonprofit arts and culture industry in Dane County. These local results were compiled as part of the most comprehensive economic impact study of the nonprofit arts & culture industry in the United States. Dane County was one of 156 communities and regions included in the study. See attached for the results for Dane County, which show the average amount arts and culture event attendees spend per person on meals, refreshments, hotels, gifts, etc., in addition to the cost of attendance.

The Overture Center for the Arts played a key role in helping to gather data for the study from 93 Dane County arts organizations. See here http://www.artsusa.org/information_resources/research_information/services/economic_impact/default.asp for more information on the study, and here <http://www.overturecenter.com/Media/releases/How%20much%20of%20a%20difference%20does%20one%20city%20block%20make.pdf> for data on “how much difference one city block can make” – in this case, the Overture Center and its resident companies in 2005.

We will be looking at this data as part of the Downtown Dynamic Market Analysis Study of downtown Madison (co-funded by the BID, which should be finished by the end of summer. (Many of you have helped with this study by completing the Business Operator Survey-thank you!) We'll use the study results to find ways to maximize business opportunities (such as capturing more of these arts patron dollars!), and business recruitment and retention in downtown Madison.

Capital Times Art Project rescheduled to August 10-12

The planned Capital Times Art Project window art exhibition on State Street and the Square has been rescheduled to August 10-12 to give more time to plan. A project coordinator is also now on board. Local artists will spend the weekend producing works of art in the windows of central downtown businesses in full view of the public. The works will then be displayed at a closing reception and silent auction at the Overture Center on Sunday, Aug. 12. If you have a storefront and are in the BID, you have the opportunity to be part of this event by hosting an artist in your storefront. Participating businesses will be profiled in the Capital Times (print and online), and will be featured in the official program. For information on how to get involved, see the attached info sheet and/or contact Megan Roepke at (608) 252-6273, tcartproject@madison.com. (Note: the attached sheet says “State Street” storefronts, but we have confirmed that any business in the BID with a storefront is eligible to participate even if not on State Street).

Alcohol License Density Plan Re-cap

The BID Board has concluded its review of proposed city ordinance 05739 (v. 2), the Alcohol License Density Plan, and issued a final report. On June 7 the Board voted unanimously (of 12 voting members present) to approve a final report, in which the BID Board opposed the ordinance. The Board supported the intent of the plan but recommended different methods for addressing alcohol-related problems downtown: implementing written guidelines for the ALRC to evaluate licenses, and tabling the ordinance to give enforcement, education and the guidelines a chance to work. If the Alcohol License Density Plan is to be implemented at any time, the BID Board recommended a number of amendments. You can see full text of the report and recommended amendments at: http://www.visitdowntownmadison.com/about/index.php?category_id=2494 (scroll down for items posted June 11).

Next steps are for the ALRC to consider committee reports and recommended amendments (including the BID's), and then forward its own final report to City Council. The ordinance is on the agenda for the next ALRC meeting: **Wednesday, June 20, 5:30 pm, Rm. GR-27, City-County Building (enter 211 S. Carroll St)**. This is a public meeting; BID business and property owners who wish to speak on the ordinance or listen to discussion are encouraged to attend.

Agenda:

http://legistar.cityofmadison.com/meetings/2007/6/4042_A_ALCOHOL_LICENSE_REVIEW_COMMITTEE_07-06-20_Meeting_Agenda.pdf

If you have questions, comments, or input, please do not hesitate to contact me.

Events & Dates

DMI “New Faces, New Places” in the BID, June 14, Park Bank, http://www.downtownmadison.org/programs/index.php?category_id=1585&subcategory_id=4072

Capitol Neighborhoods Annual Meeting, June 26. Keynote speaker: Tom Carto, President & CEO, Overture Center for the Arts, <http://www.capitolneighborhoods.org/resources/events.html>

Ongoing:

Lunchtime Live, Tuesdays, June 12-July 31, Capitol Square -
http://www.downtownmadison.org/programs/index.php?category_id=1600

Folk on State, Saturdays, June 2-Sept. 1 – note that location has moved back to Concrete Park at State & Frances - <http://www.madfolk.org/FolkOnState.htm>

Concerts on the Square, Wednesday, June 27 - August 1 -
<http://www.wcoconcerts.org/concertsonthesquare2006.htm>

More events at <http://www.visitdowntownmadison.com/events/index.php>

BID Cooperative Advertising – June Deadlines, Updates

Some deadlines are coming up for BID-subsidized Cooperative Advertising Opportunities. Don't miss your chance to take advantage of these great opportunities:

Greater Madison Visitors Guide – Fall/Winter	Deadline: June 22
Madison Symphony Orchestra 07/08 Program Book (all 4 editions)	Deadline: June 28
Travelhost of Greater Madison – Aug/Sept	Deadline: June 29

See http://www.visitdowntownmadison.com/news/index.php?category_id=2554 for a full list of co-op opportunities, ad rep contacts, media kits and more information. The BID is pleased to subsidize 34 cooperative advertising opportunities this year to date, with average savings of \$300 per ad, and savings of as much as \$835 on some opportunities.

This update provided courtesy of Madison's Central Business Improvement District (BID). If you have comments, suggestions or questions, please contact Mary Carbine, BID Executive Director, mcarbine@downtownmadison.org or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, mfreund@downtownmadison.org, (608) 443-1976. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>